

Social Media Best Practices

Why Social Media?



Social media is a **customer service channel**
Social media messaging is the preferred method of customer



Establishes **open, two-way communication**



Builds **credibility** for program brand, can humanize the program



Social media focuses on **optimization, user experience, and high-quality content**



Social media is designed to first and foremost show the **most engaging content**

Social Media 101



Facebook (informal, engaging, personable)

- Largest user base
- Opportunity for pages, groups
- Great for audience interaction, but you have to engage



Twitter (human, informative, hashtags)

- High engagement among users (real-time, hashtags)



Nextdoor (neighborly, multilingual, relatable)

- “The neighborhood hub for trusted connections and the exchange of helpful information, goods, and service”
- Community-based
- Conversational, can target by zip code
- Word-of-mouth

Social Media 101

Terminology for Analytics

- **Reach** – number of people who saw the post
- **Impressions** – the number of times the was seen on a screen
- **Engagement** – the number of times people engaged with your post (reaction, comment, share, clicks)

Best Times to Post

- Mondays from 10 a.m. to noon
- Tuesdays from 9 a.m. to 2 p.m.
- Wednesdays from 9 a.m. to 1 p.m.
- Thursdays 9 a.m. to noon
- Fridays from 9 a.m. to 11 a.m.
- **Best days to post on social media:** Tuesdays and Wednesdays
- **Worst days to post on social media:** Sundays

Get the Most Out of Your Social Media

Visuals are key!

- Share compelling content via video, images, and graphics

Testimonials go a long way

- Let people connect by humanizing the program
- Sharing real people will build trust and effective engagement with your audience

Quality > Quantity

- **Posting more is not the answer**, make sure posts are informative, compelling as opposed to posting several times a day

Consistency

- Consistency leads to recognition and legitimacy, ultimately building trust
- Consistent branding, consistent voice, consistent posting

Post in the non-peak hours

- Less likely to get drowned out in the noise
 - Facebook – (Thursdays/Fridays) between 1pm and 3pm
 - Twitter – (weekdays) between 12pm and 6pm

Get the Most Out of Your Social Media

Leverage influential partners

- Use relationships with influential accounts to grow awareness

Optimize your profile

- Build out your profile using your established brand
- Provide contact information, website link out – make information and resources readily available

Hashtags

- Can help categorize, lead engagement, strengthen brands

Engage!

- Social media reach is the easiest when people come to your page
- Engaging with your audience will build trust and reputation (comments, DMs)

Develop a content calendar

- Plan ahead and develop a content calendar to prepare and think through strategically engaging content to post
- This will also help you stay in-line with your messaging
- Can make adjustments based on analytics
- Include promotion of any outreach events, opportunities for assistance

Engaging with ReOregon

Using the same messaging

- OHCS can provide branded content and materials to ensure cohesive branding and messaging across all platforms

Sharing ReOregon content + tagging OHCS/partners

- Stay connected, increase legitimacy and connectivity
- Increase opportunities for engagement

Disaster Recovery Best Practices



Lead with empathy



Avoid confusion when communicating about program

- Clear, recurring language regarding ReOregon, HARP, etc.
- Be clear about program availability and eligibility, what is the process, what does your target audience need to know



Be sure to engage with your audiences

- Negative comments may happen
- Be a resource, provide a solution privately
- Opportunity to answer broad questions with sharing program information

HOMEOWNER SPOTLIGHT



FAQ:

ONCE I SIGN MY GRANT
AGREEMENT, WHAT ARE THE NEXT
STEPS WITH RESPECT TO STARTING
CONSTRUCTION OR REQUESTING A
PROGRESS INSPECTION?

BATON ROUGE

OAK TREE BUILDING,
10000 CELTIC DR.

HAMMOND

130 ROBIN HOOD DR.



LAFAYETTE

151 SOUTHPARK RD.,
SUITE 500

MONROE

OLD STATE FARM BUILDING
24 ACCENT DR., SUITE 116

DEADLINE TODAY
TO TAKE THE
HOMEOWNER SURVEY

STAY INFORMED.

Sign up for our newsletter
for all the latest
program-related updates.

restore.la.gov/sign-up-for-updates

In Conclusion

Show empathy

Share authentic stories

Visuals work best

Develop a content strategy

Stay engaged and respond promptly

Encourage other partners/influencers to engage with your content

Post consistently, but do not go overboard for the sake of content

Q & A